

Certification of Electric Suppliers - Application

Applicant: Choose Energy, Inc.

2.1.1.1 Authority to Do Business In Delaware:

Required information is provided in Exhibit A.

2.1.1.2 Resident Agent. Pursuant to 26 Del.C. §401, each Applicant shall file a designation in writing of the name and post-office address of a person resident within the State upon whom service of any notice, order or process may be made:

Northwest Registered Agent Service, Inc.

1521 Concord Pike STE 303

Wilmington, Delaware 19803

New Castle County

509-768-2249

karenish@chooseenergy.com

2.1.1.3

Not applicable.

2.1.1.4

Not applicable.

2.1.1.5 Financial, Operational, Managerial and Technical Ability

2.1.1.5.1 Certified financial statements current within twelve (12) months of the filing:

Required non-redacted information is provided in Exhibit B and required redacted information is provided in Exhibit C.

2.1.1.5.2 Brief description of the nature of business being conducted, including types of customers to be served, services provided and geographic area in which services are to be provided:

Choose Energy is a broker for electricity and gas supply for residential and commercial energy consumers in deregulated states. We obtain electricity and gas supply pricing from our partner suppliers and we display the suppliers' pricing on our website through an easy-to-use, searchable platform. We guide our customers through the energy plan selection process on our website, including providing educational material on our website to aid in consumers' energy choices. Once a customer selects an energy plan from our website, we send the customer's information and plan selection to the supplier.

In Delaware, Choose Energy plans to provide online comparison shopping among electric and gas supply products to residential and commercial customers throughout the entire state.

Types of customers:

- (X) Residential
- (X) Small Commercial
- (X) Large Commercial
- (X) Industrial

Geographic area:

- (X) Delmarva Power & Light Service Co. Service Territory
- (X) Delaware Electric Cooperative Service Territory

2.1.1.5.3 A list of states in which Applicant or any of its affiliated interests is presently selling electric supply service to Retail Electric customers and a list of states in which Applicant or any of its affiliated interests has pending applications to sell electric supply service to Retail Electric customers:

Current states where Choose Energy presently sells electric supply service:

- California (commercial electric only)
- Connecticut
- Delaware (commercial electric only)
- Georgia (commercial electric only)
- Illinois
- Maine
- Maryland
- Massachusetts
- Michigan (commercial electric only)
- New Jersey
- New York
- Ohio
- Pennsylvania
- Texas
- Washington, D.C.

Choose Energy has no pending applications for electric supply service.

2.1.1.5.4 A list of states in which Applicant or any of its affiliated interests has been denied approval by a State Commission to sell electricity to Retail Electric Customers or has had its authority revoked:

None

2.1.1.5.5 Relevant operational experience of each principal officer responsible for Delaware operations:

Kerry Cooper, CEO

Kerry joined Choose Energy as CEO in the fall of 2013. Under her leadership, the company secured over \$20 million round of funding from Kleiner Perkins, acquired Chicago-based startup Power2Switch and has grown revenue by 400 percent.

Previously, Kerry served as CMO and COO of ModCloth, an innovative online retailer of women's apparel. Before joining ModCloth, Kerry held several executive roles at Walmart, which included overseeing Walmart.com's marketing, strategy and business development, as well as Walmart's global e-commerce and multi-channel development.

Kerry holds an undergraduate degree in mechanical engineering from the University of Texas at Austin and earned her MBA from Harvard.

Jerry Dyess, Founder & CCO

Jerry founded Choose Energy in 2006 after previously serving as President & Co-Founder of an energy brokerage and consulting firm EnergyTX in Dallas, Texas since 2002. He has extensive expertise on energy markets, energy supply, the energy regulatory environment and energy consumers' interests. Jerry has experience servicing a range of clients, including small and medium-sized businesses, local municipalities, and residences.

Prior to EnergyTX, Jerry held a series of senior business development and management positions for Winstar Communications, Logix Communications, and Digital Island in Dallas, Texas.

Jerry holds an undergraduate degree from Louisiana State University.

John Tough, *VP of Operations & Business Development*

John joined Choose Energy in 2012 and is currently the VP of Operations & Business Development. Over his two years with the company he has guided the growth of product and market expansion, financial operations and business development.

Previously, John was an Associate at Kleiner Perkins Caufield & Byers, where he focused on platform investments that merged the energy and technology verticals. He also spent time in finance at XMS Capital and UBS Investment Bank, where he advised on mergers & acquisitions, and equity and debt capital raise events for growing and established companies.

John holds an undergraduate degree in biology and chemistry from Duke University and earned his MBA from The University of Chicago Booth School of Business, where he was the recipient of the Ambassador Award.

2.1.1.5.6

Not applicable.

2.1.1.5.7

Not applicable.

2.1.1.5.9.10 The Applicant shall disclose whether the entity or any of its affiliated interests has filed for bankruptcy in the past 24 months.

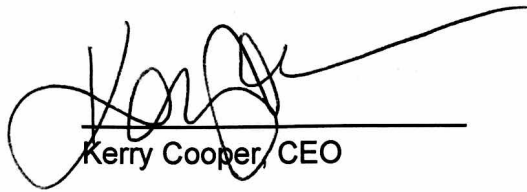
Neither Applicant nor affiliated interests has filed bankruptcy in the past 24 months.

2.1.1.5.9.11 Any other information

No other supporting material is provided.

2.1.1.6 Verification of Application. The Application must be verified by a principal or officer of the Applicant:

This application is verified by:



Kerry Cooper, CEO

2.1.1.7 Consent to the Jurisdiction. All Electric Suppliers shall consent to the jurisdiction of the Delaware courts for acts or omissions arising from their activities in the State:

I attest that Choose Energy consents to the jurisdiction of Delaware courts for acts of omissions arising from our activities in the State:



Kerry Cooper, CEO

Other Requirements:

2.1.1.8.1 Legal name as well as the name under which the Applicant proposes to do business in Delaware:

Legal name: Choose Energy, Inc.

Name under which the Applicant proposes to do business in Delaware: Choose Energy, Inc.

2.1.1.8.2 State of incorporation, business address, and address of the principal officer:

State of incorporation: Delaware

Business address: 465 California St., Suite 1250, San Francisco, CA 94104

Address of principal officer: 465 California St., Suite 1250, San Francisco, CA 94104

2.1.1.8.3 Name, title and telephone number of a regulatory contact person:

John Tough
VP of Business Development & Operations
312-450-5253

2.1.1.8.4 A toll-free telephone number of customer service department:

1-855-419-3586

support@chooseenergy.com

2.1.1.8.5 Description of the Applicant's experience in the energy market and a brief description of the services it plans to offer in Delaware and the type of customers it plans to serve:

Choose Energy, Inc. has been providing customers with energy supply products since 2006. Since its founding in 2006, Choose Energy has continued to stay up to date on energy markets in order to provide the most accurate and useful information to our customers so that they can make informed choices about their energy. Choose Energy has expertise in advising residential and commercial customers about electric, gas and renewable energy options. Our company also has experience serving customers in several states, so our company is familiar with how to interpret and abide by the nuances of states' varying electricity market regulations.

In Delaware, Choose Energy plans to provide online comparison shopping among electric and gas supply products to residential and commercial customers throughout the entire state.

2.1.1.8.6 Statement detailing any criminal activities of which the Applicant or any of its affiliated interests has been charged or convicted, or which the principal or corporate officers of the Applicant or any of its affiliated interests has been charged or convicted:

Choose Energy has not been charged or convicted of any criminal activities, nor has any of its principal or corporate officers or affiliated interests.

2.3 Application Fee. A non-refundable application fee of \$750 shall be submitted with the application for Certification:

ENCLOSED